

FIG.1

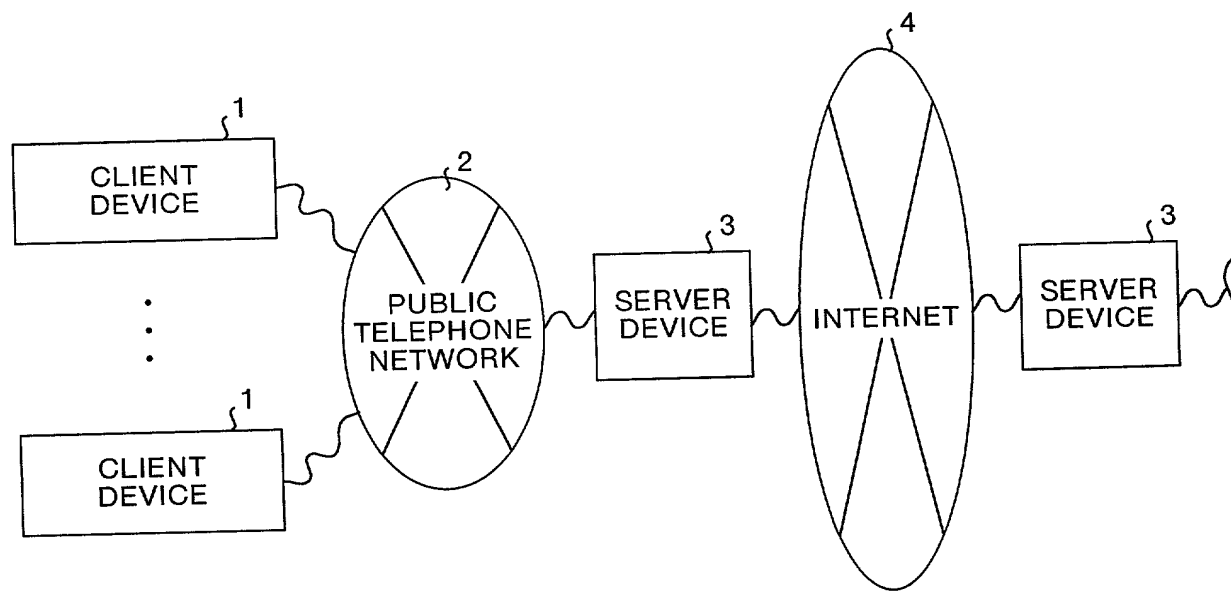


FIG.2

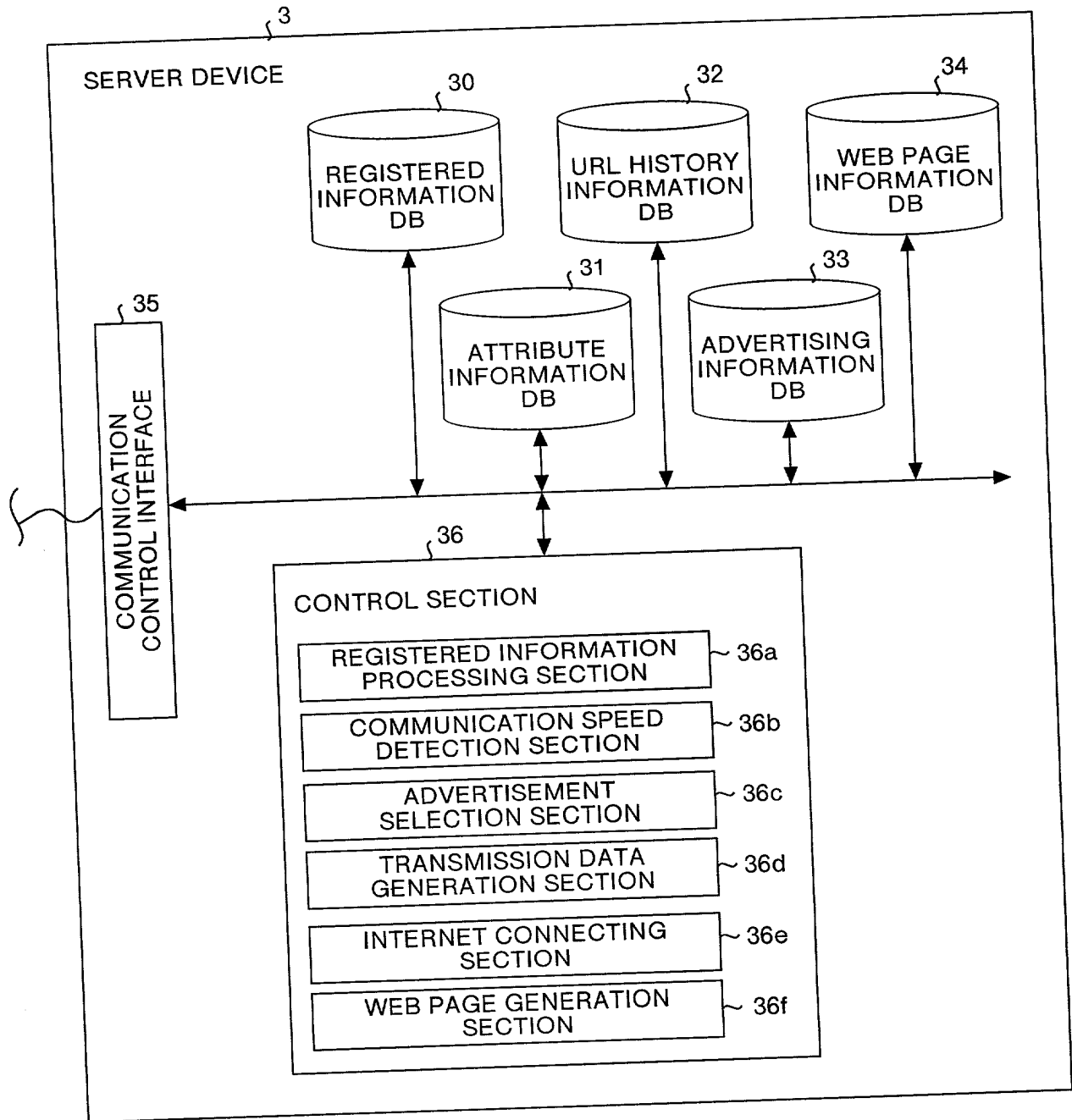


FIG.3

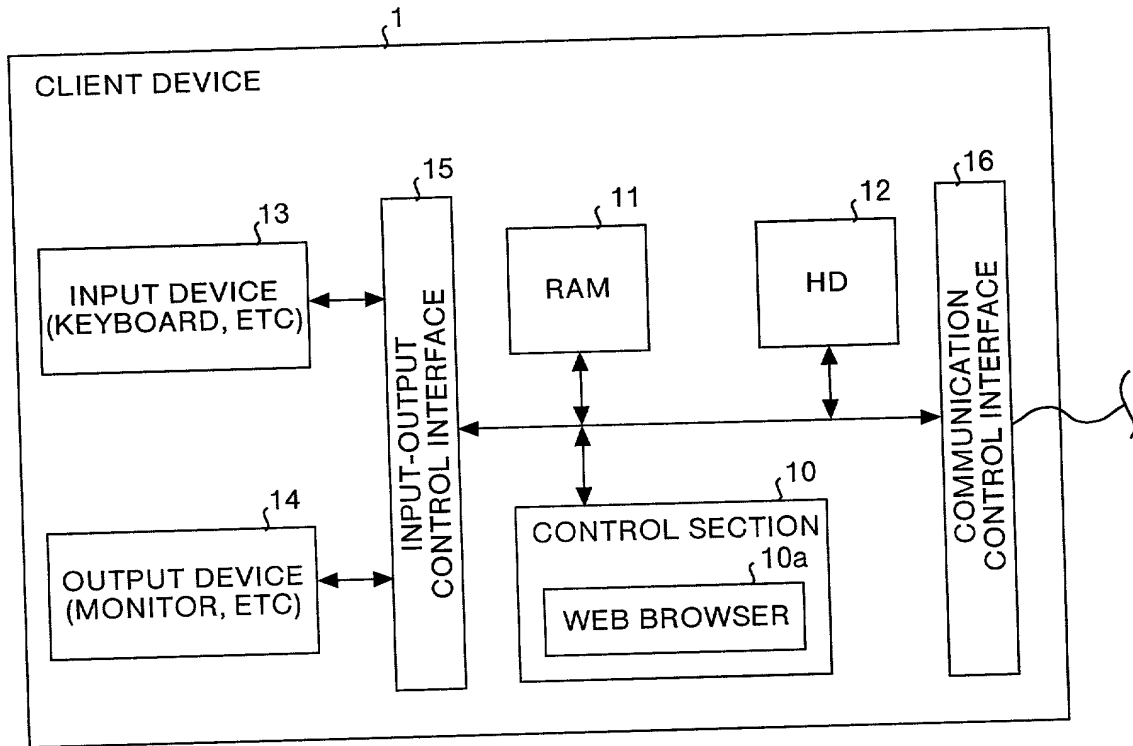


FIG.4

USER ID	PASSWORD	NAME	ADDRESS
ID 0001	XXΔX	◎XXΔ	KANAGAWA PREFECTURE
ID 0002	○XX○	X◎ΔΔ	TOKYO

FIG.5

USER ID	ATTRIBUTE DATA			
	SEX	AGE	OCCUPATION	HOBBY
ID 0001	MALE	25	PUBLIC SERVANT	DRIVING
ID 0002	FEMALE	24	COMPANY EMPLOYEE	MOVIE

FIG.6

USER ID	URL
ID 0001	http://www.◎XX.com/, http://www.○○△.or.jp/index.htm,~
ID 0002	http://www.△△○.com/, http://www.○XX◎.com~

FIG.7

ADVERTISEMENT ID	ADVERTISING DATA		ADVERTISEMENT KEYWORD
	IMAGE DATA	SOUND DATA	
KID 0001	KD 0001M	KD0001S	CAR, DRIVING, FAMILY, CHILDREN
KID 0002	KD 0002M	KD 0002S	SPORTS, EXERCISE, DRINKS, BEVERAGES

FIG.8

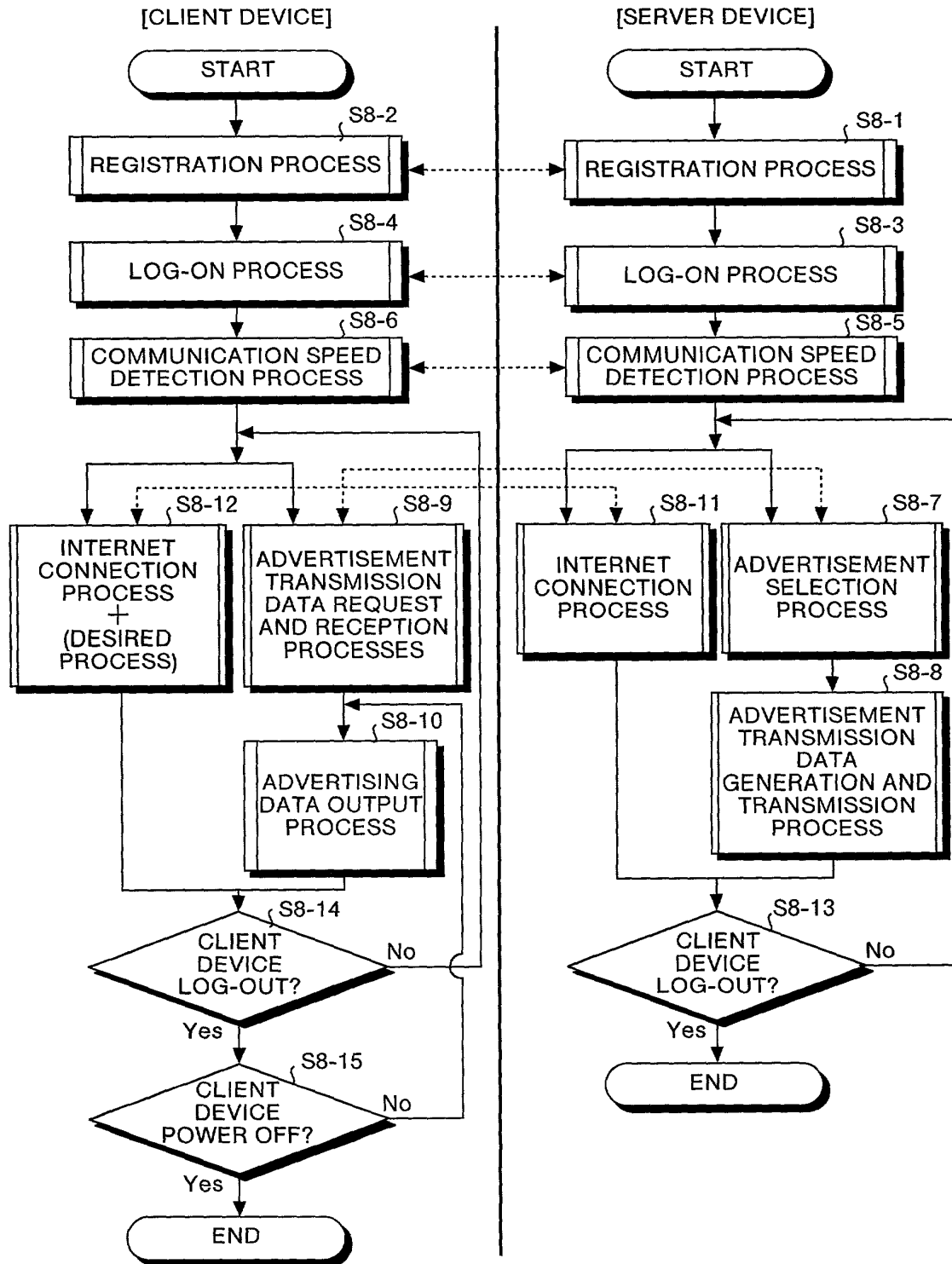


FIG.9

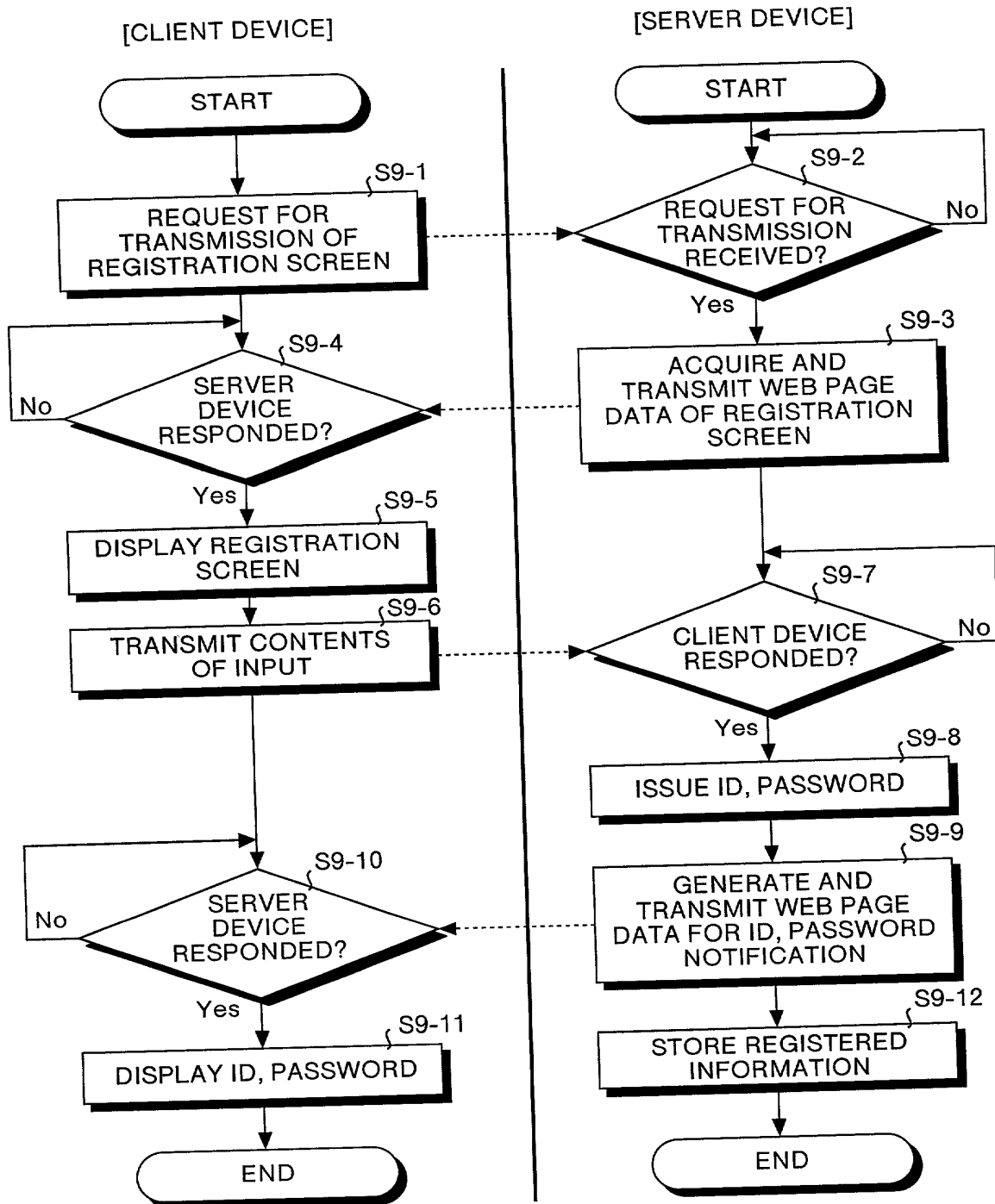


FIG.10

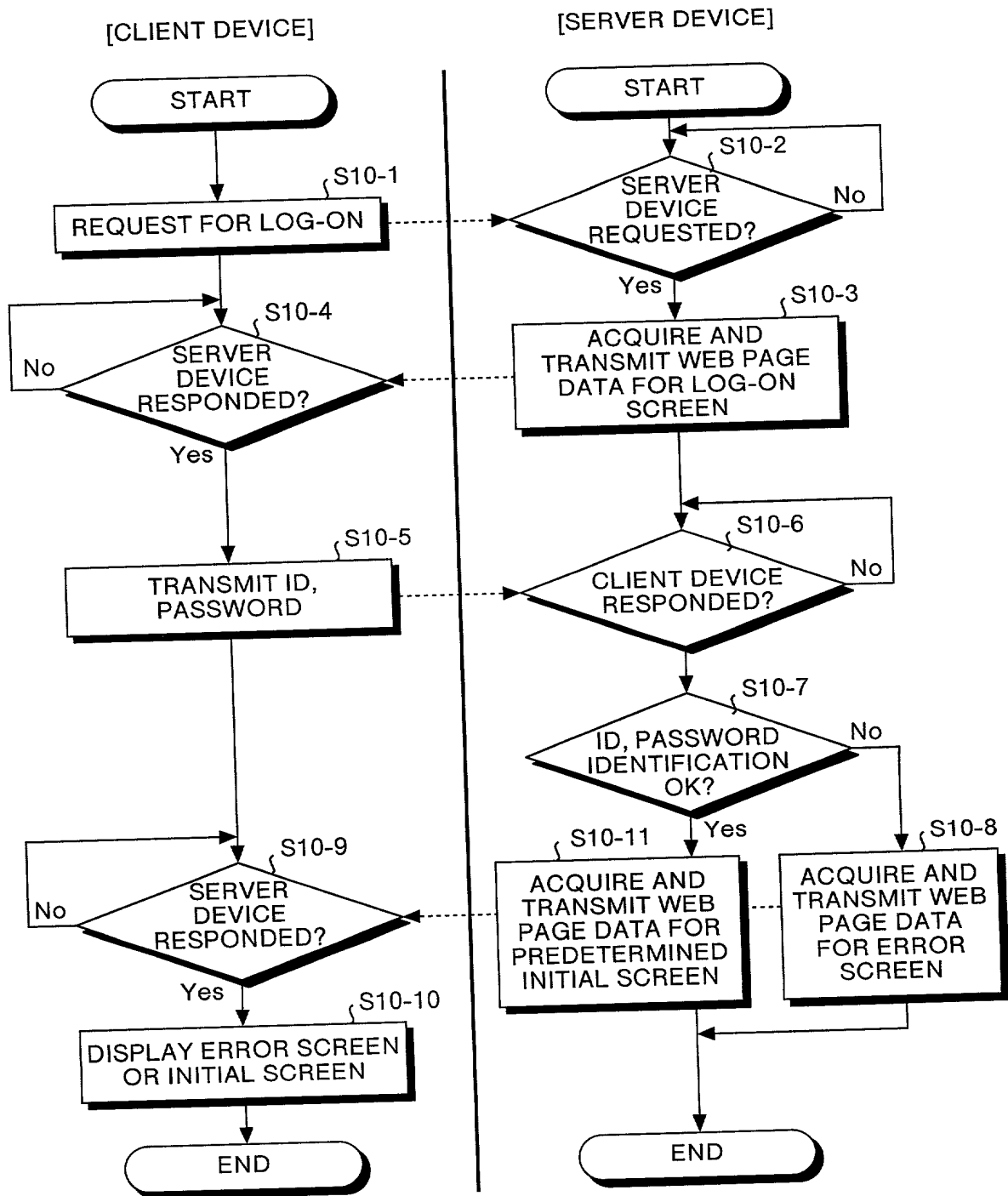


FIG.11

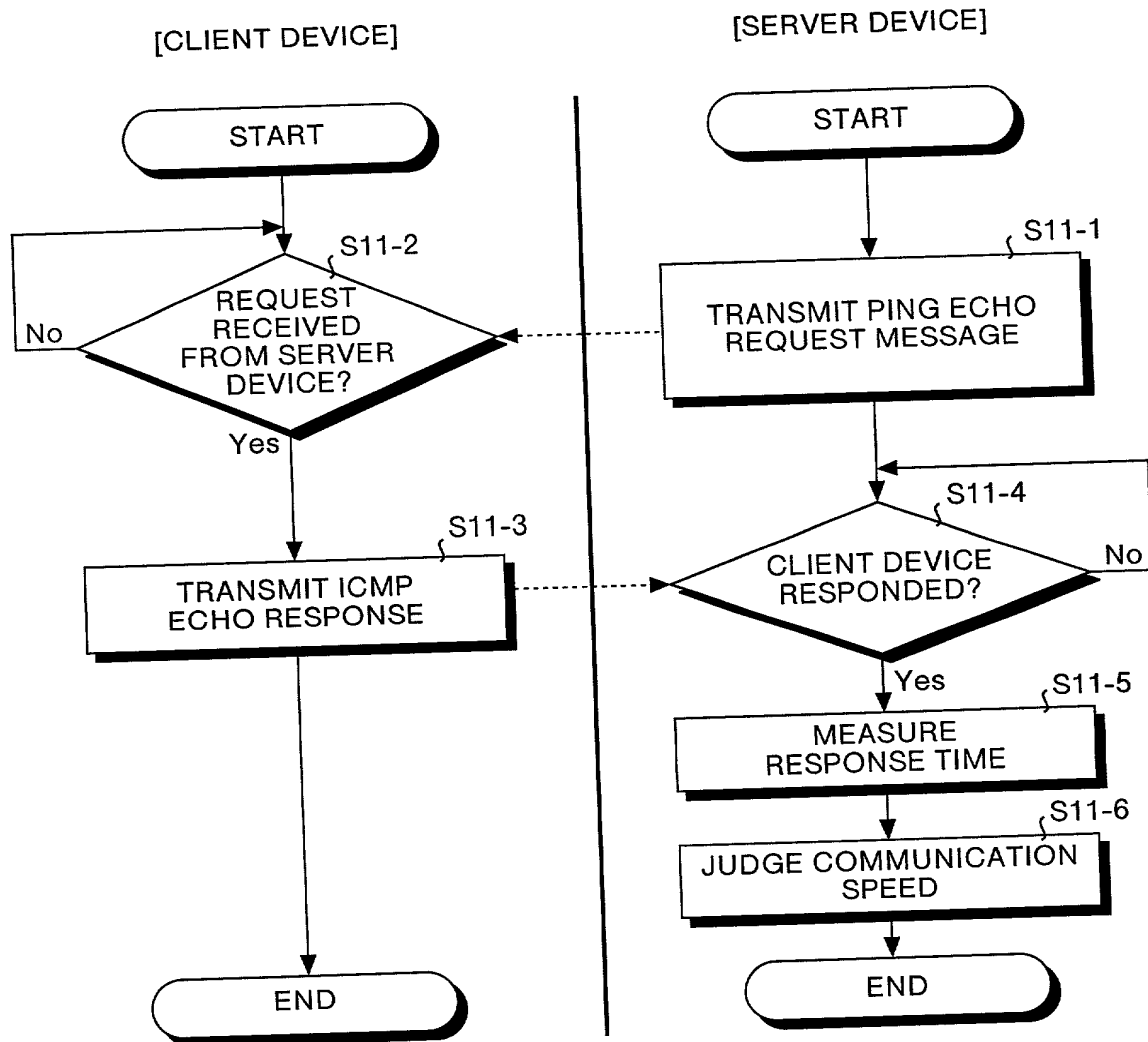


FIG.12

[SERVER DEVICE]

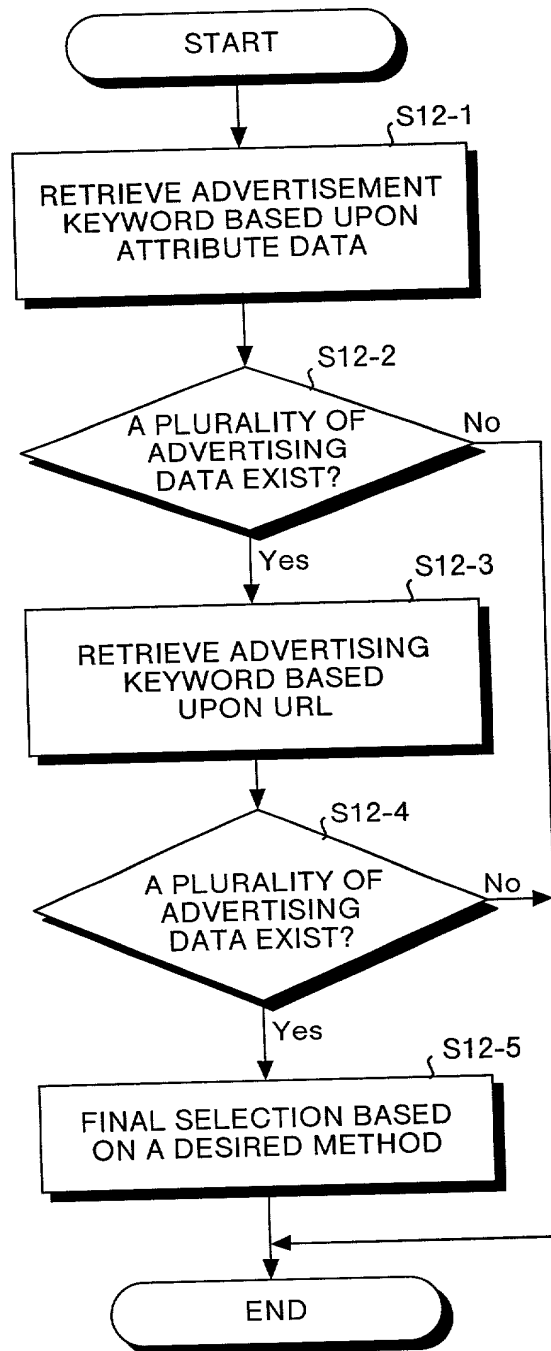


FIG.13 [CLIENT DEVICE]

[SERVER DEVICE]

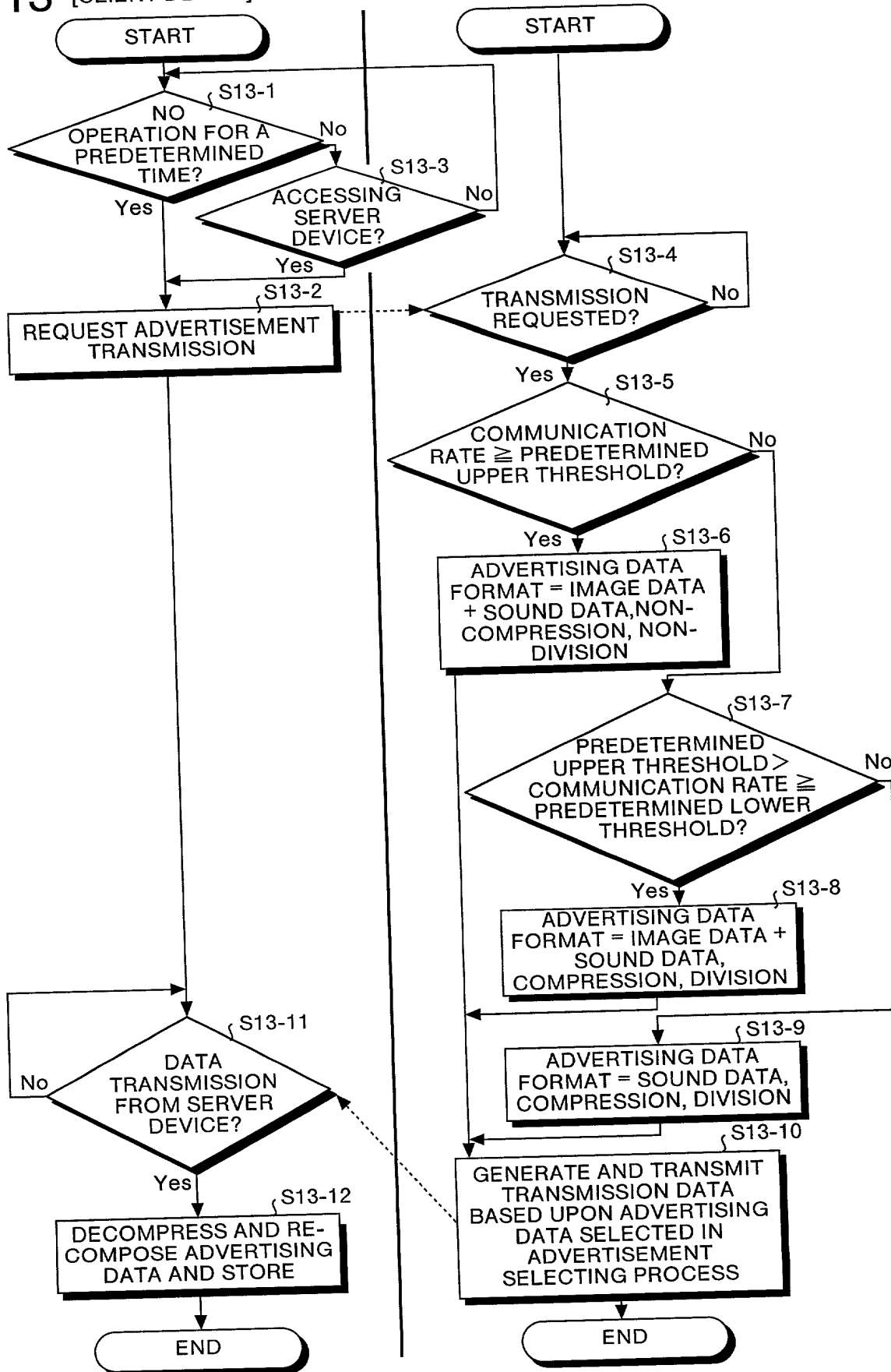
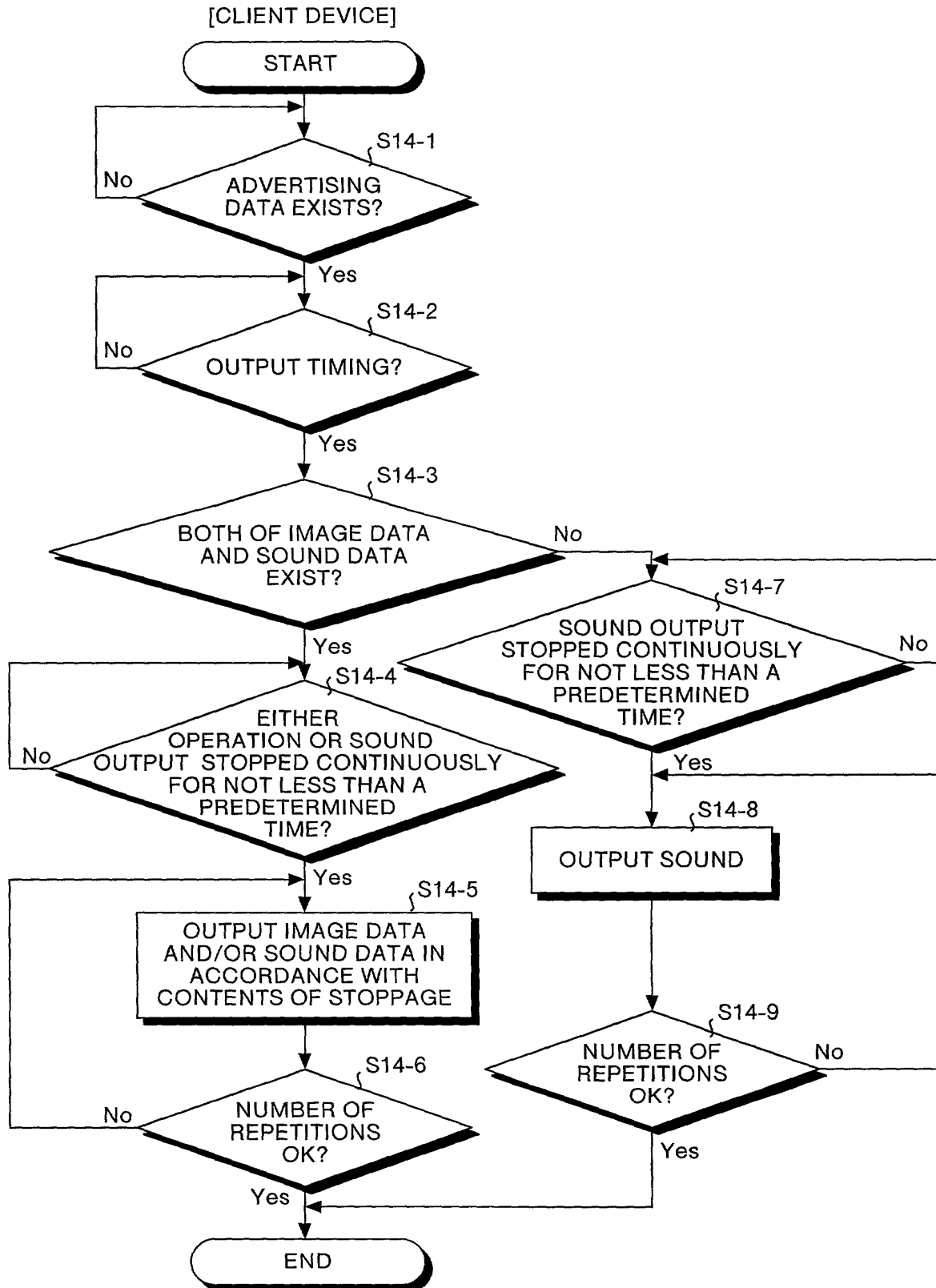


FIG.14



0963815-052491

FIG. 15A

PROTOCOL HEADER	PARAMETER	ADVERTISING DATA PACKET
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FIG. 15B

PROTOCOL VERSION	COMMAND CODE	SESSION ID	SEQUENCE NUMBER
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FIG. 15C

IP ADDRESS	PORT NUMBER
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FIG. 15D

ADVERTI- SEMENT DATA ID	NUMBER OF DIVISIONS	DATA TYPE	OUTPUT TYPE	OUTPUT TIMING	NUMBER OF REPETI- TIONS	SEQUENCE NUMBER	TIMEOUT COUNT	ADVERTI- SING DATA LENGTH	ADVERTI- SING DATA
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FIG.16

ADVERTISEMENT ID	INTER-ADVERTISEMENT RELATIONSHIP		
	ADVERTISEMENT OF OTHER COMMODITIES IN THE SAME FIELD	ADVERTISEMENT OF OTHER COMMODITIES IN RELATED FIELDS	ADVERTISEMENT OF COMMODITIES OF RIVAL COMPANIES
KID 0001	KID 0231	KID 1005	KID 0703
KID 0002	KID 0421	KID 1011	KID 0012

FIG. 16 is a table showing the inter-relationship between advertisements and commodities.